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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:

Knott et al.

Serial No.:

10/681448

Date Filed:

October 8, 2003

Group Art Unit:

3622

Confirmation No.:

9392

Examiner:

Carlson, Jeffrey D.

Title:

System and Method for Automated Customized

Content Delivery for Web Sites

MAIL STOP - AF

COMMISSIONER FOR PATENTS P.O. Box 1450 Alexandria, VA 22313-1450

Dear Sir:

RESPONSE TO FINAL OFFICE ACTION

In response to the Final Office Action mailed July 1, 2008, Applicants respectfully submit the following amendments set forth below and request favorable action thereon. These amendments are submitted with a Request for Continued Examination (RCE).

Amendments to Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 8 of this paper.

A petition extending the period for response is submitted herewith.